

PROJECT NUMBER: 2304, 2305, 4015
PROJECT TITLE: New Product Development
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PERIOD COVERED: October, 1988

I. MARLBORO ULTRA LIGHTS

- A. Objective: To develop 85/100 mm Ultra Low (6 mg) candidates for Marlboro line extensions.
- B. Status: POL 4444 (MUL 85mm vs. West German Berlin Marlboro Lights 85mm) results indicated that the Winston Lights 85mm smokers rated the Marlboro Lights higher in liking and preferred it compared to the MUL. The Merit, Vantage and Marlboro Lights smokers showed no significant differences in liking and preference.

POL 4445 (Half Pint 85mm vs. West German Berlin Marlboro Lights 85mm) results indicated that the Merit smokers preferred Half Pint and rated it higher in liking, while the Vantage smokers preferred German Berlin Marlboro Lights and rated it higher in liking. The Winston Lights smokers had no significant difference in liking or preference. There were too few Marlboro Light smokers to report results.

POL 4443 (MUL 85mm vs. Philip Morris Lights American 85mm) and POL 4442 (Half Pint 85mm vs. Philip Morris Lights American 85mm) are on hold waiting panelists.

Models to evaluate blend reformulations were produced in both the 85mm and 100mm designs for Internal MC Testing. The 85mm test was LDB-2 vs. LDB-2R and no significant differences were found. The 100mm test was LDB-2R and a modification of the revised blend (25% BLDET) for greater latitude in puff count control. The modified blend was found to have higher ratings for added flavor and off-taste.

Currently being smoked on the MC Panel is LDB-2R, LDB-3 and LDB-3 with modified flavors in the 85mm configuration. Results should be available in mid-November.

POL 4448 (LDB-2R vs. LDB-3 blends in 85mm configuration) is ready to be overtipped.

C. Plans:

Phase IV POL Tests	4th Qtr., 88
Ad/Pack Testing	4th Qtr., '88
Test Market	1st Qtr., '89

II. Virginia Slims K.S.

- A. Objective: To develop Virginia Slims 85mm products in both conventional and reduced sidestream versions, at 23.0 and 20.0mm circumferences.
- B. Status: The major emphasis is now on the reduced sidestream models at 23.0mm circumference. The blends currently under evaluation include the Virginia Slims blend and the Trim IV blend. Flavor development and evaluation is currently underway. Several low sidestream cigarette papers are currently being evaluated.
- C. Plans:
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|---------------------------------|----------|
| Prototype Production/Evaluation | On-going |
| Flavor Development/Evaluation | On-going |

III. PROJECT NATURAL

- A. Objective:
- Phase I - To develop "All Natural" cigarette candidates with no additives to the tobacco.
- B. Status: Another production run took place at Stockton Street during October utilizing blend "C". Regular and menthol cigarettes were produced and will undergo spotting evaluations. Eight more paper samples have been received from Ecusta and will be evaluated in Semiworks during November.
- C. Plans:
- | | |
|----------------------------|----------|
| Study Anti-Spotting Papers | On-going |
| Menthol | On-going |

IV. PROJECT EXTRA

- A. Objective: The development of 4-8 mg product candidates that have the taste of products with twice the tar.
- B. Status: The designs have been completed to test the theory of lower dilution due to lower rod RTD for low density products. The cigarettes were made 10/31/88 and are in analytical.

Analytical data has been completed on the Aftercut Application study. The results indicate that the most efficient application of aftercut was via post-pectin-coating. The least effective method was to apply the aftercut during pectin-coating. As a result of the findings, the All-lamina blend will be produced with 8493-188A casing and Marlboro aftercut at various levels.

Subjective results of cigarettes produced via the Batch process vs. the Continuous process show no significant differences.

A program to develop a 6mg free-standing cigarette which appeals to flavor low smokers was initiated. Three blends, recommended by the Leaf Department, have been evaluated with one chosen for Aftercut work with both CA and paper/CA filters. Four models have been requested from which a candidate will be chosen to test on POL vs. Half Pint.

C. Plans:

Evaluate paper/ca filter variability	4th Qtr. '88
Evaluate alternate filters	On-going
Puff profile	On-going
Low density rod program	On-going

V. Project 202

A. Objective: To develop a 2-3mg "Merit-type" cigarette.

B. Status: This is a spin-off of the Extra Project.

Modified Half Pint blend with 25% expanded, Half Pint casings and AC, paper/CA dual filter has been selected for the Saudi market. Specifications are being written.

Further work in this area for the U.S. market will continue under Project Merit Super Lights. Aftercuts are being evaluated on two blend models. Both blends have been cased with Total blend casing 7695-163D.

C. Plans:

Specifications	11/88
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VI. PROJECT VALUE ENTRY

A. Objective: To develop products to compete in the Value Entry Categories

B. Status:

Alpine

The Generic Alpine brand family has done well in Test Market and the plans are for National introduction early January 1989. The product for the National Introduction will have a lower cost modified MB4 blend.

Target

POL 4439 (Cambridge Lights 85mm vs Target Model II 85mm) results showed no significant differences between the cigarette ratings; however, the liking ratings were (4.79 to 4.97) indicating the Target would be acceptable among Winston Lights, Century Lights, and Doral Lights smokers.

POL 3592 (Cambridge Full Flavor 85mm vs Target Model II 85mm) was requested to determine consumer acceptability of the new Target blend and flavor system by Winston and other RJR smokers. The test results showed no significant differences between the cigarette ratings for the Winston smokers. The Doral smokers preferred Cambridge and rated Target higher on cool smoking. The Century smokers rated Cambridge higher on harshness and Target higher on mild taste. The liking ratings were (4.79 to 5.30) indicating the Target would be acceptable among Winston, Century, and Doral smokers.

POL 3608 (Target Model II 85mm vs Winston 85mm) was requested to determine the consumer acceptability of the new Target blend and flavor system by Winston and other RJR smokers in comparison with Winston. Currently awaiting cigarette make for the Target Model II 85mm.

C. Plans:

Alpine National Introduction	1/89
Target Ad/Pack Testing/Factory Trial	On-hold

VII. B&H KING SIZE

- A. **Objective:** To develop a B&H 83mm box product with comparable subjectives of B&H 100 in both a full flavor and lights version, both nonmenthol and menthol.
- B. **Status:** A series of Ad-Pack and Consumer Testings Studies have been requested by New York. The testing involves six different models: two blends - B&H and Natural Blend C; Regular and Menthol; and full flavor and lights. The nonmenthol cigarettes were made, packed and shipped to New York. The menthol cigarettes will be made when packaging material is available.
- C. **Plans:**

Menthol Ad/Pack Cigarettes Produced	11/88
Blend and flavor work	On-going
Test Market	1st Qtr. '89

VIII. Marlboro Blend Reformulation

- A. Objectives: To remove off shore tobacco from Marlboro blend.
- B. Status: Phase XI cigarettes were produced in early October. This incorporated blends 11 and 11-1. These cigarettes were acceptable analytically and subjectively and will be shipped to panelists the first week in November. A repeat of Phase XI will be produced at Stockton Street in early November.

C. Plans:

Phase XI repeat

11/88